

WNTC Sends Out Questionnaires; Students Give Ideas, Preferences

The programming department of WNTC recently circulated a questionnaire to a cross-section of students of Clarkson and Potsdam State. The purpose of this questionnaire was to find out what type of programs students preferred, the time segments when they listened to the radio, suggestions for improvements, and general information and opinions.

WNTC, in cooperation with KSLU of St. Lawrence University, recently formed the North Country Network. Through the facilities of this network, WNTC will be able to offer its listeners many new programs as well as wire-service news and sports coverage.

This month the network is being tried on a "trial basis." The success of this system will provide an opportunity for the students of both colleges to establish better relations.

Many of the returned questionnaires were critical of WNTC's operations. One complaint was that of not being able to receive the station. The staff does not have the funds which this project necessitates.

It would not be practical to list all the results of the questionnaire. However, a few of the more pertinent results follow:

In General:

- 1) Number of acceptable blanks returned: 270
- 2) Of these, students who regularly listen to WNTC: 137
- 3) Some reasons why people do not regularly listen:
 - a) Poor grade of music
 - b) Cannot receive the station
 - c) Radio interferes with studying
 - d) No variety in programming

Show Interest:

....(People were asked to check their favorite types of programs. The results are listed in order of their relative popularity)

- 1) Popular recorded music
- 2) Semi-classical music
- 3) Request show
- 4) Jazz
- 5) Classical music
- 6) News programs

- 7) Sports shows
- 8) Comedy show
- 9) Live talent programs
- 10) Western and Folk music

Time Segments:

The majority of the people questioned seem to prefer evenings from 9-11 p. m. and Sunday afternoon and evenings.

Requestfully Yours:

Number of questionnaires indicating regular listeners: 23%

Those who listen occasionally: 60%

Those who listen not at all: 20%

Additional Suggestions:

- a) Up-to-date news commentary and world-problem discussions
- b) More Crane concerts (live or taped)
- c) More record sources needed
- d) News — local, national and international
- e) Too much "dead air"
- f) More serious and classical music